

APPENDIX 2

**Sample Disposition of PRETZEL CRISPS Survey among
1,495 Survey Participants Who Opened the Internet Survey**

<u>Reasons for Exclusion or Termination</u>	<u>Excluded</u>	<u>Balance</u>
Total Data Records (survey participants who opened the survey)		1,495
Duplicate IP address	13	1,482
Voluntarily terminated survey	23	1,459
(S2) Refused / Ineligible age	22	1,437
(S4) Don't know device used to take survey	4	1,433
(S5) Works for advertising company or market research firm	24	1,409
Not qualified (S6) Works for supermarket, grocery store	37	1,372
Not qualified (S7) Works for convenience store	3	1,369
Not qualified (S8) Personally does none of the grocery shopping	2	1,367
Cheater (S9) Purchased non-existent product	50	1,317
Cheater (S10) Plans to purchase non-existent product	3	1,314
Not qualified (S10) Has not purchased & will not purchase products	598	716
(S11) Did not agree to follow instructions	33	683
(C1, C2) Could not see or identify image in image test	2	681
Cheater (S12, S13, S14, S15) Failed to follow instructions	17	664
(S16) Participated in survey concerning PRETZEL CRISPS	4	660
Bad data (Non-responsive verbatim)	5	655
Valid Completed Surveys	655	